

Pipeline Safety Awareness

How awareness can make people feel safer

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What we hope to achieve

Effective pipeline public education and awareness programs that improve public safety while making efficient use of everyone's resources.

A program, not a mailing

- Lists are not perfect
 - People move particularly renters
- Mail ignored
- Processed by wrong family member
- Congregate but not reside
- Interest not piqued yet.
- Repetition & variety important

Study objective

- What do people who live along pipelines NEED to know?
- What do they WANT to know?
- How can we BEST keep them informed?

People should know

- Where is it
- What's in it
- Who does it serve
- How to recognize problems
- What to do in emergencies

RP 1162 outlines 11 items of information

What they want to know

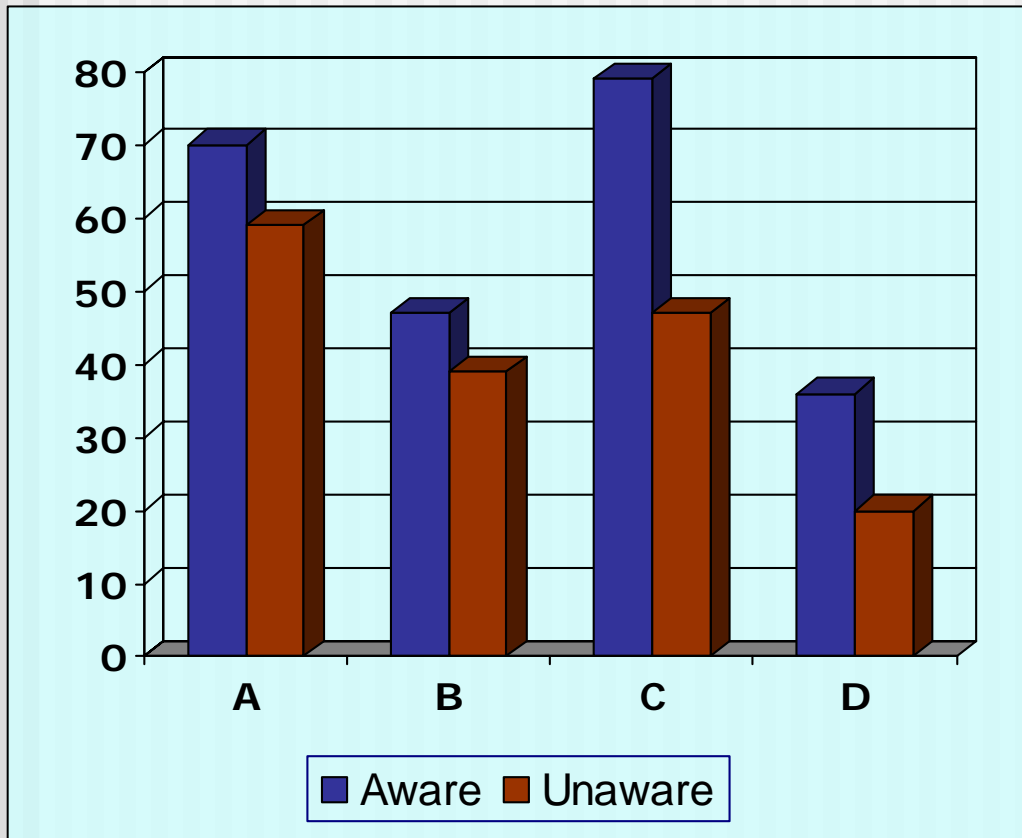
- They want to know it all
 - Emergency planning
 - Dangers from pipeline damage
 - Rights of property owners
 - Whom to contact
 - Location (more intense with awares)

Results from poll of 900 citizens

What they don't know

- Less than 40 percent living within 1,000 feet of major pipeline knew it
- Only 45 percent claimed to know whom to call in a pipeline emergency.

To be aware or not to be



- A. More likely to strongly agree pipelines essential
- B. More likely to strongly believe safer than trucks & barges
- C. More likely to feel safer living near a pipeline
- D. More likely to pay attention

Attention is a small target



- ③ 80 percent do not think about pipelines much if at all.
- ③ Being aware of pipeline's proximity increases attention, but still low.
- ③ 3 out of 4 don't receive enough info

Awareness key to acceptance

- Those who did not know about proximity of pipeline are not as interested in unsolicited information.
- Those who are aware of pipeline proximity want to receive information
- Canvassing & direct mail preferred by “awares”.

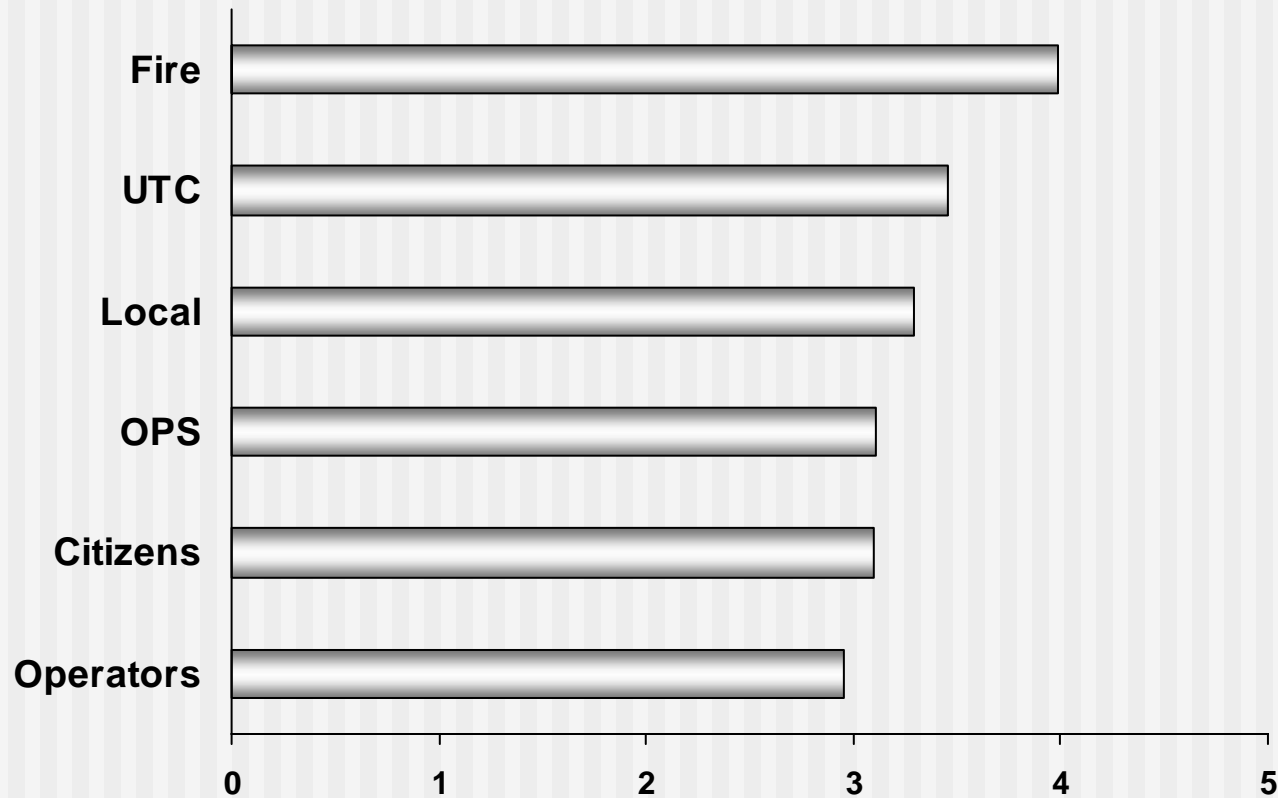
Different strokes for folks

- RP 1162: One size does not fit all
- Education is a program; not simply a mailing
- Learning happens when the student is ready
- Only 30 to 40 percent believe info is easy to find

Enhanced Program

- High consequence areas
- Density
- Farming/development
- Third party damage incidents
- Environmental considerations
- History
- Local situations
- Evaluation results

Who has the trust?



1 = No trust

5 = great trust

Other resources

- Local governments
- Local fire and emergency services
- UTC and other state agencies
- Community organizations
- Key leaders

Recommendations

- Let them know why they should care
- Time it to their priorities
- Coordinate with others
- Embed in higher priority awareness/educational efforts
- Unite expertise w/ credibility
- Personal contacts (Education is everyone's job)

Website & Listserve

- www.wutc.wa.gov/pipeline
- tsweeney@wutc.wa.gov